

Print And Apply Labeling And Labeling Equipment - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Print And Apply Labeling And Labeling Equipment Market size is worth USD 5.21 Billion in 2025, growing at an 4.21% CAGR and is forecast to hit USD 6.40 Billion by 2030.

Key Highlights

- The market is primarily driven by the growing demand for high-speed and accurate labeling solutions and automation in the packaging sector of the food and beverage industry. The global market for print and apply labels and labeling equipment is expanding due to the usage of rising automation techniques and technical developments. The industry is highly competitive, and quality printing of labels becomes necessary to ensure the supply chain runs smoothly. During the forecast period, labels' tracking and anti-counterfeiting functions are expected to make it simple for product manufacturers to keep track of shipments. Labels also protect against tampering by guaranteeing that the products are delivered to the clients without disruption. An increase in demand for this equipment is expected to increase the demand for security labeling to prevent fraud and theft.
- Over the past few years, especially during the period after the COVID-19 pandemic, people have become extremely health conscious. The change in lifestyle and dietary plans has resulted in the demand for labels across the food and beverage industry. The help of informative labeling gives the proper understanding of the product's ingredients and proportions. Also, some labels come with colorful demarcations that differentiate the products from others. According to research published by the Federal Ministry of Food and Agriculture - BMEL, between 2017 and June 2022, the number of companies using organic labels increased from 5,044 to 6,649. This increasing trend in the usage of labels signifies the rising demand for labeling machines in the market.
- The requirement for printing and labeling applications has also increased significantly owing to their immediate impact on the product's image in end-users minds. The market is projected to continue to expand due to rising demand for precise, quick, and uncomplicated labeling machines. The market for labeling machines is also anticipated to be driven by robust e-commerce growth during the forecast period. In the e-commerce industry, labeling machines are used to apply labels and barcodes on various

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cartons and packages. The uptick in e-commerce would directly signify a spike in demand for sophisticated labeling machines.

- Labeling machines play an essential role in the packaging industry. Numerous machines are available to buy that can help improve productivity and efficiency in any business. Development in the packaging printing industry, demand for aesthetics, product differentiation, and technological advancements are some digitally printed packaging market drivers. A significant initial investment is required to install labeling equipment. Setting up a factory or purchasing a printing press requires higher investments. There is a growing demand for economical, sustainable, and innovative printing technologies. Changes in trends and printing technology will force manufacturers to go through the process all over again. This poses a challenge to the market's growth.

- The emergence of the COVID-19 pandemic boosted market growth, particularly for food and beverage packaging and pharmaceutical packaging machinery. This is due to increased demand for various foods and medicines through online and offline channels.

Print And Apply Labeling And Labeling Equipment Market Trends

Food and Beverage Industry to Hold Major Market Share

- The increased consumer and brand interest in food and beverage labels and strict food and beverage labeling regulations boost the market growth for print-and-apply labeling and labeling equipment. The increased interest in product labels poses issues for government officials, who must guarantee that the information on food and beverage packages is helpful, credible, and presented clearly so that the consumer is not misled.

- With the expansion of the global food trade, there is a greater need to standardize food labeling so that product information is easily understood and helpful to consumers in diverse countries. With the surge in consumption of packaged food and ready-to-drink beverages, the need for accurate product and brand information has been propelled, which fuels the demand for print-and-apply labeling and labeling equipment.

- Considering global regulatory demands, labeling is a highly intricate process that is even more vital to products than ever before. Regulatory authorities such as the US Department of Agriculture (USDA), the Food and Drug Administration (FDA), and the European Food Standards Agency (EFSA) have imposed strict regulations on food safety and packaging.

- The FDA's food safety authority has strengthened the Food Safety Modernization Act (FSMA) mandates in order to safeguard the public's health and consumers. These regulatory bodies continually aim to improve food safety processes in manufacturing and distribution and enhance product traceability in the supply chain. This drives the global sales of print-and-apply labeling and labeling equipment.

- Furthermore, the demand for automation in the food and beverage industry is driving the market studied. As consumers today are more conscious of product details, labels play a crucial role in providing information about the product and boosting sales. Manufacturers are now shifting to automated labeling systems to meet the growing demand in the food and beverage industry.

Asia-Pacific is Expected to Register Fastest Growth

- The growing urban population primarily drives Asia-Pacific due to increased demand for packaged food, simple access to polymer films, and a relatively inexpensive labor pool. Shrink and stretch sleeves, economical options for adorning containers with complicated designs, are projected to see significant expansion in Southeast Asia, a price-sensitive market. The consumption of FMCG products is anticipated to rise along with the demand for food and beverage products, personal care items, high-speed and high-quality labeling solutions, and packaging in the food business.

- According to the Food Labeling Standards of China (GB7718-2011), imported foods shall have clear markings that indicate the

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country of origin and the name and address of the general distributor registered in the country. One of the primary drivers boosting the demand for labeling machines in China is the rising desire for productivity gains across industries, including food and beverage, pharmaceutical, chemical, and technical developments. Chinese regulations demand that before goods can be imported or exported, labels for imported and exported (but not domestic) food items, including sweets, wine, nuts, canned food, and cheese, must be validated, and the products must be checked for quality.

- Growing expansion, spending, and product innovation in the packaging area across multiple industries in the country have boosted the demand for labeling machines. For instance, in December 2023, QLM, a Vietnam-based label manufacturer, opened a new 6000 sq. m manufacturing facility in Ho Chi Minh City with an investment of USD 22 million to meet the increasingly diverse demands of the Vietnamese and broader Asia-Pacific markets. The new facility consists of several dedicated areas focused on different printing technologies, including flexographic label printing, offset printing for soft folded cartons, digital printing technology for labels and sheets, and newly installed digital flexible packaging printing and finishing equipment.
- Moreover, Asia-Pacific is a major manufacturing hub for various industries, including food and beverage, pharmaceuticals, and consumer goods. As these industries increasingly expand, the demand for labeling solutions is growing proportionally. Globalization and increasing exports necessitate compliance with international standards, requiring manufacturers to invest in advanced labeling equipment and support market growth.

Print And Apply Labeling And Labeling Equipment Industry Overview

The print and apply labeling and labeling equipment market is fragmented with the presence of major players like SIDEL (Tetra Laval Group), Sacmi Imola SC, Krones AG, and Kunshan Bojin Trading Co. Ltd. Players in the market are adopting strategies such as partnerships, mergers, acquisitions, and product launches to strengthen their market position and cater to a wider consumer base.

January 2024: Domino Printing Sciences PLC launched its new Mx-Series print and apply labeling machines with fully integrated, automated, GS1-compliant coding of products and pallets to cater to the growing demand for traceability within global supply chains. Designed and manufactured to European Standards, Domino's Mx-Series printers offer market-leading build quality and reliability, alongside variable data capabilities and Industry 4.0 connectivity, for data collection and sharing across supply chains.

December 2023: Xaar PLC collaborated with Chinese packaging and label printing machine provider Guangzhou Haotian Machinery Manufacturing Co. Ltd (Haotian) at Labelexpo Asia 2023, with the launch of the HTP-220/330 digital label embellishment machine to address the growing demand for embellishments in label manufacturing.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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